

THE GUILFORDIAN

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PUBLICITY

The business of advertising has grown to be a fine art, and figured in dollars and cents is so great as to place it among the most important of the nation's activities.

In advertising has proved so valuable commercially it should have its value in other lines of work.

Only a short time ago the news was heralded abroad that Guilford had 54 students who passed less than nine hours of work.

With little thought of the meaning of grades the public congratulates the recipients of these marks.

Guilford College needs a live campaign for FAVORABLE publicity.

Publicity is needed, not to increase the enrollment, but to create a favorable attitude of mind on the part of the general public.

What Guilford needs is a waiting list so that the student body may be picked and chosen.

THANKS

Again, the question has been asked. How did she do it? Guilford College has always been noted for making a success of everything she undertakes.

It is quite an undertaking for a college with 285 students, and with dormitory space for only 300, to attempt to entertain 60 delegates representing 15 different North Carolina colleges.

It would indeed be absurd for the Guilfordian board or any of its officers to have the temerity to assume the credit for the success of the con-

vention. Although, the automobiles, picture shows, banquets, helped to make everyone have good time, the visitors will not remember Guilford College in any such way.

The Guilfordian wishes to take this opportunity to thank the dining room committee for their co-operation in serving meals, and all those who contributed in any way to the success of the convention.

FRUITS OF FOOTBALL

"Grantland Rice, sports writer for Collier's, maintains that the case for football is much stronger than the one against it.

"Is modern football injurious, either mentally or physically? Here is a game which calls for drudgery, discipline, and hard work, three of the most important things in life.

"From the student's angle, the player today must have completed a year in college and maintained a high standard before he is able to play in his sophomore year.

"What does the college want—more male flappers, more tea hounds, more booze artists, more joy riders?"

"Existence, with all the money about and all the modern luxuries, is getting too soft as it is. Football isn't perfect, under our present system, it has its faults, and it must still be watched, guarded, and improved.

Football enthusiasts have done considerable research in support of the contention that football and scholarship are not mutually exclusive interests in college.

We all know football stars who never recovered from the abnormal egoism born of campus adulation.

We do not say that football needs justification such as that suggested.

But there are so many people who think that it must be either justified or restrained, that it is first of all necessary that the arguments pro and con be clarified of bunk and pretense if the tremendous issues involved are to be fairly judged.

It is Prof. Ofergosh Sakes, of the Detroit News, to whom is attributed the discovery that, if you took all the pretzels in the world and put them in a straight line, you couldn't do it.

Daily News.

OPEN FORUM

HOW ABOUT AN ANNUAL?

Not since the Spring 1924 has Guilford College published an annual. Just why we are the only institution of any size in the State not to publish one is a question that can be answered only with some embarrassment.

It is true that Guilford has a small student body but the reason does not lie in that fact. Many small institutions publish good annuals.

Nothing can take the place of an annual in maintaining loyalty among alumni. Something tangible, containing a written record of years in college, possessed by every old student, would strengthen their relations with Guilford in future years.

At the University of North Carolina and all the larger institutions a fee is charged as part of the regular tuition

ART MUSEUM FOR YALE

Yale University, at New Haven, Conn., is to have a million-dollar art museum. The money for the new building was given by two friends of the university whose names were not made public.

OUR AIR MAIL SERVICE

The United States now has the most extensive and efficient air mail service in the world. Twelve air mail lines extending to the four corners of the United States and connecting with the transcontinental air mail line from New York to San Francisco, are now, or soon will be, in operation.

MARTHA WASHINGTON CANDIES

Made in Greensboro. Nuts and Salted Nuts Our Specialty

JOS. J. STONE & CO

PRINTERS, ENGRAVERS, BINDERS
Office Equipment and Supplies
Greensboro, N. C.

RAINBOW CAFE

—LUNCH—
Opposite Jefferson Standard
101 West Market Street
GOOD THINGS TO EAT

GREENSBORO HARDWARE CO

Our Store Welcomes You
221 S. Elm St., Greensboro, N. C.

WHITE REALTY CO.

REALTORS
321 1/2 S. Elm Street
Phone 1022 GREENSBORO, N. C.

GUILFORD LUMBER & MFG CO

QUALITY MILLWORK
Greensboro, N. C.

Shoes Styles to Suit Any Man Who Walks.

You young men want Style as well as quality. You get both when you buy your Shoes from Hendrix. "RED" HUGHES is our representative at Guilford. It will pay you to talk the matter over with him.

J.M. HENDRIX & CO.

223 S. Elm St. Greensboro, N. C.

The College Man's Store

YOUNTS-DEBOE CO

The Best Clothing Shirts & Hats That Can Be Had

GREENSBORO, N. C.

GUILFORD

BIGGER AND BETTER

WHARTON-MEDEARIS, Inc.

CLOTHES FOR YOUNG MEN
Exclusive but not Expensive

The Commercial National Bank

High Point, North Carolina

J. Elwood Cox, Pres. C. M. Hauser, Active V. Pres
V. A. J. Idol, V-Pres. and Trust officer C. H. Marriner, Cashier
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Capital and Surplus, \$1,000,000.00

RANDALL'S PHARMACY

THE SERVICE STORE

High Point North Carolina

HARRY DONNELL

You can always find here, the first-out thing which appeals to the young man.

EVERYTHING FROM SOX TO HAT

104 North Elm Street
Opposite the Jefferson Sky Scraper

R. F. DALTON
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SNOW LUMBER CO.

Lumber, Sash, Doors, Blinds, Etc.
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A COMPLETE LINE OF SPORTING GOODS AND COLLEGE SWEATERS

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ODELL'S

Greensboro - - - North Carolina

"Where Quality Tells"